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# PROMOTING VOLUNTEERISM

VOLUNTARY ACTION DIRECTORATE  
Janet Lautenschlager

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Soutien aux organismes volontaires

Canada









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VOLUNTARY ACTION

ACTION VOLONTAIRE

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Voluntary Action Directorate

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Direction de Soutien aux organismes volontaires

Canada



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# PROMOTING VOLUNTEERISM

VOLUNTARY ACTION DIRECTORATE

Janet Lautenschlager

with an annotated reading list



Voluntary Action Directorate  
Multiculturalism and Citizenship Canada  
1991



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La Promotion du bénévolat.

## PREFACE

Canadians have a long tradition of helping individuals, communities and causes. Yet this sense of responsibility for the well-being of fellow citizens and for the quality of life in our society needs to be continually nurtured. Increased recognition and public awareness of the crucial role played by volunteers is one important way to help ensure the growth of this spirit of volunteerism.

One of the objectives of the Voluntary Action Directorate is to support the growth and diversity of the voluntary sector in Canada through promotion of the concept of volunteerism. This book has been developed to assist smaller voluntary organizations and volunteer managers to encourage and promote volunteerism in their communities.

At the present time, there is no sourcebook dedicated expressly to the promotion of volunteerism. However, much of the theory and advice in literature dealing with the outreach function of communications (that is, public relations, publicity, media relations, community relations and public education) can be adapted to meet this need. Information on the specific techniques can be used effectively by community-based organizations.

Intended as a framework for planning activities relating to the promotion of volunteerism, this book provides an overview of strategies, objectives, goals and target audiences, as well as suggestions for specific approaches that can be used. A guide to manuals and handbooks that would serve as useful reference tools is also included.

The works cited in Section II are authoritative, well organized, easy to read, and full of practical advice. Only books that are relevant to non-profit organizations have been selected. Introductory primers, theoretical treatises and works aimed at large corporations have been omitted. A brief description of the scope and contents of each resource is provided. For the convenience of people wishing to borrow these books, their location in lending libraries across Canada is indicated. If a book is still in print, order information is also given.

We welcome readers' views and suggestions on this resource. We are also interested in learning about other publications that might be added to our list, particularly Canadian materials. Please feel free to contact us at:

Voluntary Action Directorate  
Multiculturalism and Citizenship Canada  
Ottawa, Ontario  
K1A 0M5  
Tel: (819) 994-2255



## PREFACE

Canadian have a long tradition of helping individuals, organizations and groups. The sense of responsibility for the well-being of others, known and for the benefit of the community, is an important part of our heritage. In the past, this responsibility was often expressed in the form of voluntary service. Today, it is expressed in many different ways, but the spirit of volunteerism remains the same.

The purpose of this book is to provide a comprehensive overview of the field of volunteerism. It covers the history, theory, and practice of volunteerism, as well as the challenges and opportunities facing the field today. The book is intended for a wide range of readers, including students, researchers, and practitioners.

If you are looking for a book that provides a comprehensive overview of the field of volunteerism, this is the book for you. It covers the history, theory, and practice of volunteerism, as well as the challenges and opportunities facing the field today. The book is intended for a wide range of readers, including students, researchers, and practitioners.

The book is divided into four main sections. The first section, "Introduction," provides an overview of the field of volunteerism. The second section, "History," explores the roots of volunteerism in Canadian society. The third section, "Theory," examines the theoretical foundations of volunteerism. The fourth section, "Practice," discusses the various ways in which volunteerism is practiced in Canada.

The book is written in a clear and accessible style, making it suitable for both academic and general readers. It includes a wealth of examples and case studies to illustrate the concepts discussed. The book is also up-to-date, reflecting the latest research and trends in the field of volunteerism.

We welcome readers to share and contribute to this resource. We are also interested in hearing from you about your experiences and insights into the field of volunteerism. Please contact us at the address below.

Canadian Council on Social Development  
100 King Street West  
Toronto, Ontario  
M5X 1C2  
Canada



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# PROMOTING VOLUNTEERISM

## § INTRODUCTION

The definition of promoting volunteerism used in this book covers strategies and activities that:

- contribute to increased public awareness of the contribution of volunteers to a particular voluntary organization, to the larger community or to Canadian society in general; and
- help motivate people to make a commitment to volunteer work and to maintain or increase their current level of involvement.

**Visibility, recognition, understanding, and support:** these terms best sum up the desired results of efforts to promote volunteerism. They are largely intangible and so are difficult to measure, but it is important to monitor and evaluate the success of promotional efforts.

The promotion of volunteerism encompasses many activities and processes and takes a great variety of forms. In many communities, National Volunteer Week is the highlight of the year for publicly honouring volunteers - and, by extension, for advancing public understanding of the vital role played by volunteers and voluntary organizations. Ideally, however, promoting volunteerism is a year-round effort.

Innovative, creative strategies are needed to promote volunteerism. These should be specific to each organization. Since collaboration can strengthen a promotion campaign, community groups might consider approaching their local volunteer centre/bureau as either a resource or a partner. Nevertheless, there is no magic formula that guarantees success. Board members, staff and volunteers need to work together to plan, execute and monitor a promotions strategy.

# § ELEMENTS OF A PROMOTION STRATEGY

## ① The Planning Framework

Effective promotion strategies begin with decisions on:

- **Why ...**  
the rationale, purpose, goals and objectives (what do you want to accomplish and why?)
- **Who ...**  
the target audience
- **What ...**  
the specific message you wish to communicate
- **How ...**  
the approach to be used (*ie*, what is the best way to communicate your message, what vehicle or tool?)

Some promotional activities or materials may be used for both the general public and a specific segment of the public. At other times the messages and the approach to promotion may have to be tailored to the special needs of target audiences.

## ② Promotion Objectives

Any type of promotion activity will have one or more of the following general objectives:

- to inform
- to stimulate or maintain interest
- to educate
- to encourage action

These categories are often connected, and promoting volunteerism will usually touch on all four. Nevertheless, it is generally advisable to focus on a single primary objective in a promotion strategy.



### ③ Specific Promotion Goals

Promotion activities for volunteer organizations will likely involve some combination of the following.

#### (a) short-term goals:

- **inform** the community about outstanding volunteer efforts
- **recognize** and **thank** volunteers
- **publicize** and bring people to a special event
- **describe** or **report on** continuing and new programs, services and activities

#### (b) longer-term goals:

- **increase public awareness** of the role of volunteers in your organization
- **increase public understanding** of the contribution of volunteers to your community and to Canadian society
- **recruit new volunteers**
- **maintain** or **increase your membership**
- **maintain** or **broaden your contacts** within the community
- **strengthen community support** for your volunteer-based programs or services
- **motivate** and retain volunteers by instilling pride in the services they provide
- **foster closer relations with local media**
- **develop a strong, positive image** of your organization (or occasionally correct an untrue public perception)
- **establish interest** in your organizational values or in social values important to your organization (eg, altruism, mutual aid, democratic collective action, social integration)

### ④ Target Audiences

Every voluntary organization has its own array of 'publics', with their own particular interests and needs, which could be targeted as a special audience for promotion activities. Potential target audiences for the promotion of volunteerism include the following categories (which are not mutually exclusive):

- your volunteers and your membership
- your board of directors
- your donors and potential donors (individual patrons and donors; corporations, foundations)
- the community at large
- special interest groups within the community (eg, ethnocultural groups, youth, seniors)
- community leaders and opinion-makers
- media people (editors, station managers, journalists, columnists, researchers)

- community institutions
  - service clubs
  - churches, religious groups
  - public libraries, community information centres
  - schools, colleges, universities
  - community centres, museums, health units, *et al.*
- local businesses and corporations with branches in your community
- chambers of commerce and boards of trade
- unions and professional associations
- other voluntary organizations and groups
- government representatives (municipal, provincial and federal)



## § APPROACHES TO PROMOTION

### ① Choosing the Approach

*“The medium is the message.” - Marshall McLuhan*

As McLuhan argued so compellingly, the mode of communication you choose is at least as important as the actual message to be conveyed. To find the most suitable and effective channel for your message, research and a careful assessment of the available options are necessary.

There are many possible ways to communicate your message or promote your volunteer-based activities. You may need to use several different approaches together to accomplish your objective. In deciding upon the means and the appropriate tools, the key factors are:

- the **purpose** of your promotion activity;
- the **specific message** to be communicated;
- the intended **audience**;
- the **resources** available (human, material and financial); and
- the **cost effectiveness** of the approach.

Other considerations affecting your choice will include:

- the type of message (*ie*, short and straightforward or more complex);
- the type of impact desired (*eg*, immediate or long-term; personal or impersonal);
- the time required (*ie*, planning, preparation and distribution time and, where other parties such as the media are involved, the lead time needed); and
- the degree of professional expertise needed and its availability.

### ② Vehicles for promotion I:

#### Direct promotion

- Organizational Literature
  - newsletters, bulletins, membership publications
  - annual reports, special reports, briefs
  - information and media kits
- Personal Presentations
  - speaking engagements
  - news conferences

- media interviews or appearances
- person-to-person communication
- Special Events
  - open houses, receptions
  - volunteer fairs
  - volunteer awards ceremonies
  - fundraisers
- Displays and Exhibits
  - billboards, community bulletin boards
  - 'corporate windows' (displays in a corporate enterprise)
  - information booths and displays (eg, in shopping centres, in public libraries, or at community events)
- Promotional Materials
  - printed (handouts, direct mail)
  - audiovisual presentations
  - promotional and recognition items

## **Vehicles for promotion II: Using the Media**

Both print and broadcast media offer a variety of opportunities for promotion.

### *Types of message:*

- public service announcements
- paid advertisements
- features ('soft news', human interest)
- columns, program segments, documentaries
- news stories ('breaking' story, 'hard news')
- editorials (opinion of the media outlet itself on a particular subject)

### *Media:*

- Newspapers
  - dailies
  - Sunday editions
  - special issues, supplements
  - giveaway 'shoppers'
  - community papers (weeklies or bi-monthlies serving smaller cities, towns, neighbourhoods and suburban areas)
  - ethnocultural papers



- ° Magazines
  - general interest, local
  - special interest (eg, ethnocultural, business, professional, religious, public interest)
- ° Radio
- ° Television
  - commercial
  - educational
  - community (cable)

### ③ The Basic Tool Kit for Promotion

- ✓ promotional or volunteer recognition items (certificates, cards, buttons, refrigerator magnets, bookmarks, ribbons, pens, balloons)
- ✓ brochures; pamphlets; flyers; inserts
- ✓ posters; banners; displays
- ✓ audio-visual presentations (slides, overheads, video and audio tapes); photographic displays
- ✓ speeches, presentations, official statements (by executive director, staff, board members, patrons, volunteers, service users)
- ✓ correspondence, special (printed) announcements
- ✓ public service announcements (PSA's), information 'spots', community events calendars, volunteer wanted ads
- ✓ advertisements
  - paid advertising (eg, newspaper, yellow pages, transit ads, outdoor displays)
  - sponsored ads and commercial tie-ins (eg, 'piggyback' advertising with local merchants, inserts with bills, postage meter and cancellation stamps)
- ✓ news releases; media notices
- ✓ information and media kits
  - fact sheets on the organization; on volunteerism in general
  - endorsements from key supporters (patrons, clients)

- proclamations (eg, by a mayor for Volunteer Week)
  - copies of speeches and appropriate organizational literature
- ✓ direct contact with media representatives to suggest ideas (eg, news directors and editors, journalists); ‘ghost’ features (pre-written articles)
- ✓ letters to the editor; editorial replies; opinion-page articles

#### ④ Special notes on the media

##### What is News?

To local news outlets, both print and electronic, news is something that is of interest to the people in the community because it affects the community directly, because it is an unusual event in the community, or because it involves local people.

*Hard news* has a high level of public interest — the breaking story that makes the headlines.

*Soft news* is less dramatic: a feature, for example, will inform in greater detail than a hard news item (human interest is generally a key factor).

Although the ideal strategy to promote volunteerism would include a mixture of hard and soft news, it is probably more realistic to focus your attention on soft news possibilities.

##### Newspapers as a promotion vehicle

Newspapers are a very effective medium for promotion or publicity at the local level, when aiming at the general public. Television and radio are increasingly the major source of hard news, but newspapers continue to be a popular source for local news and special interest stories.

Community papers (weeklies, smaller dailies, ‘neighbourhoods’, ‘Sundays’) are a particularly valuable resource for promoting volunteerism at the grassroots level. They focus on home town stories about people and events, and can give them coverage in greater depth than metropolitan dailies.

A widely read section of the newspaper, the letters to the editor offer an opportunity to reinforce other promotion efforts. Letters may direct attention to a problem; raise new points about issues in the news; oppose or support the actions of an official agency; or respond to an editorial or column.

Opinion pages (sometimes called ‘op-ed’ because they are opposite the editorial page) are becoming more common and are receiving growing interest from readers. An outgrowth of the letters to the editor section, this section offers a forum for discussions on current issues of public interest in somewhat greater depth. These opinion pieces are generally signed.



'Ghost' features (also known as 'matte' stories) are prepared articles that you submit to media outlets. Papers pick them up because they are a free alternative to paying for news articles, but are virtually impossible to distinguish. If they are printed, authorship will not be ascribed. This can be a particularly useful promotion tool when addressed to community newspapers.

## **News releases**

News releases, and the more abbreviated 'media notice', tend to be the prime source of communication with the news media, especially in metropolitan areas. In medium-sized and smaller communities, less impersonal channels of access to editors and journalists are often possible.

There are two different types of news releases: those written for the eye to read (for newspapers and magazines) and those written for the ear to hear (for radio and television). Typically, the former type is longer.

Effective news releases require an understanding of the concept of 'news value', that is, the aspects of a story that attract an audience. Immediacy, novelty, danger, conflict and local interest are generally considered the major newsworthy elements. (See page 11 for advice on writing a news release.)

## **News conferences**

The news conference goes beyond the news release (although it does not replace it). While having the advantage of being able to reach all types of media at the same time, the a conference requires a lot of planning and is a complex project to organize. Media kits, for example, are generally recommended. Guidebooks on this subject emphasize the need to use news conferences sparingly and to plan them carefully.

## **Public service announcements (PSA's) and paid advertisements**

Almost all mass media reserve some space free of charge for community announcements. PSA's are by their nature short and straightforward. Pre-recorded messages for radio and television are expensive to produce. (See page 12 for advice on developing a PSA.)

Paid advertising offers the opportunity for a more complex message that will run how and when you specify. Unlike the PSA mode, it gives you direct control over the contents and the style of presentation, as well as the frequency and the timing of the message. Since the cost is normally prohibitive for a small organization, consider finding a corporate sponsor for your ads.

## **Radio ‘spots’**

Paid radio time can be a powerful tool for increasing public awareness provided that the message is sustained over a period of time. It is usually possible to target specific demographic groups among the public by your choice of the radio station. Radio may reach a wider audience than would be otherwise available to the voluntary organization.

Since audiences have become accustomed to a certain level of production quality through the electronic media, a high level of professional expertise is required to produce an effective radio spot. Local stations may offer reduced rates to voluntary organizations for production and air time.

## **Involvement of media representatives**

To ensure the development of effective materials and adequate coverage of your campaign by the media, your promotions committee should if possible include members with media experience. You could consider inviting representatives of the various media outlets (radio, television, and newspapers) in your community to sit on your promotions committee or serve as advisors to it.



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## NEWS RELEASE KNOW-HOW

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published by the Canadian Centre for Philanthropy

Is your organization involved in or about to be involved in something which you believe may interest the media or the public at large? Consider getting your message across in a news release. But remember, most media outlets are swamped with paper. Issuing too many news releases can be a lot like calling wolf — if you go after the media too often for events or issues that are not truly noteworthy, the media will be less inclined to listen to you when something of major importance finally arises.

If you do have something important to convey, be sure to keep it brief. The rule of thumb for news releases is don't use more than one page unless it's absolutely necessary; never use more than two.

Always include the following:

- ° The essentials: who, what, where, when, why. State these as early as you can in your release, preferably in the first paragraph, and give prominence to the element that is the most important the who if a VIP is involved, the what if it's a unique or first-of-its-kind event.

- ° The name of your organization as well as the name and phone number of a

person who can be contacted for further information.

- ° A concise, well worded paragraph on the purpose and activities of your organization, who it serves, and who it represents.

### TIPS

Focus your news release on one issue or idea. Your news release will face competition from dozens of others for the attention of a busy editor. The clearer you are about the message you are conveying, the more chance you have of catching that person's attention.

Always type and double-space your news release. Leave the top third to half of the page blank — this gives news editors ample space to rewrite your headline, or give typesetting or other instructions.

Leave wide margins to allow editors to edit your copy if necessary.

Proofread your news release carefully, and check all facts, figures, and names.

Don't break a paragraph at the bottom of a page. Start a second page. ☞

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## PSA KNOW-HOW

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A public service announcement (PSA) is a good way to let the public know about the work of your organization or to tell them about an upcoming activity or event.

### Some General Guidelines

Get the audience's attention immediately with a 'grabber.'

Demonstrate that the benefits, tangible or emotional, are for the listener.

Give reasons why the listener should do what you want them to do.

Tell the listener what to do, when to do it, where to go, by saying 'write in', 'call in', or to simply consider the information.

Make sure the name of your association or organization is mentioned at the beginning and end of your message so that it will remain in the listener's mind after the PSA is over.

Include an address, phone number and contact person's name.

### TIPS

Check with the program director or

public service director about word count and quantities needed.

Length:

30-second PSA = 75 words

60-second PSA = 150 words

Read your announcement out loud. The words should roll easily off your tongue. If they don't, rework your announcement so that the announcer who ends up reading the copy doesn't stumble over key words.

Never break a word at the end of a line. Never use abbreviations. You can, however, use contractions.

Provide phonetic spelling for difficult words or names by listing them in parenthesis outside the body of the copy (e.g. at the top of the page) and underlining the words in the body of the copy.

Send the PSA in at least a week in advance. Don't expect it to be used the next day.

PSAs should be typed in a traditional script format. Check with your local radio or TV station's public service director for the station's preferred format. ☎

## THE BASIC BOOKSHELF: RECOMMENDED READING

(Note: The key to the library location codes starts on page 21.)

**L'ABC publicitaire d'un organisme bénévole.** Fédération des Centres d'action bénévole du Québec.  
Montreal: 1989 (50 pp)

Intended for volunteer centres and other voluntary groups at the community level, this booklet focuses on promotions activities for National Volunteer Week. Various activities to promote the Week are suggested. Advice is offered on organizing information meetings, panel discussions, workshops, news conferences and interviews, and practical advice is given on developing news releases, public service announcements and information kits. The appendix includes samples of a letter to a mayor, an official proclamation, a news release, and several public service announcements.

**Orders:**

Fédération des centres d'action bénévole  
928, rue St-Joseph est  
Montréal (Québec)  
H2J 1K6

(514) 524-7515

**Gestion de la publicité.** Jacques E Brisoux, René Y Darmon and Michel Laroche.  
Montreal: McGraw-Hill, 1987 (637 pp)  
ISBN 0-07-548824-8

\$32.96

This textbook explores the nature and function of advertising in the Canadian context, with particular emphasis on Quebec. Written from the perspective of a manager in the corporate sector, the work offers in-depth discussions and pragmatic advice on advertising opportunities and strategies that would also be useful to voluntary organizations. The mass media (both print and broadcast) are analyzed and detailed information is given on the structure and orientation of the message in an advertising campaign.

**Locations:**

MW      OOB      OONL      OSUN      QMBM      QMU      QQ

**Handbook of Publicity and Public Relations for the Nonprofit Organization.** Robert H Ruffner.  
Englewood Cliffs, New Jersey: Prentice-Hall, 1984 (247 pp)  
ISBN 0-13-380528-X

\$49.95 US

Oriented towards managers of larger voluntary organizations, this handbook provides a philosophical overview of the public relations function, combined with solid, practical advice. The work begins with a brief examination of major socio-economic trends that are currently affecting the voluntary sector. The author then outlines a host of ways to go public, detailing the technical aspects of news releases and PSA's for the various media and giving examples of successful public relations tools (eg, advertisements, brochures, PSA's, news releases). Also included are discussions on media relations,



community relations, the involvement of clients, and publicity through special events.

**Locations:**

ACU                      AEAU                      BVAS                      OTMCL                      QQLA

**How to Handle Your Own Public Relations.** H Gordon Lewis.

Chicago: Nelson-Hall Inc, 1976 (180 pp)

ISBN	0-88229-319-2 (hc)	\$22.95	US
	0-88229-408-2 (pb)	\$12.95	US

Targeting small volunteer organizations and small business, the author attempts to de-mystify the fundamentals of public relations in a candid and concise way. This exposé of the basic techniques for public relations is filled with practical information on the mechanics of news releases (regarded as a cornerstone of public relations), on the use of awards and special events, and on community involvement. A lengthy appendix is devoted to examples of news releases both good and bad.

**Locations:**

ACU                      BVAU                      MW                      NSCS                      OOC                      OONL                      QMU  
QQLA                      SRU

**A Layman's Guide to Successful Publicity.** Oscar Leiding.

Bala Cynwyd, PA: Ayer Press, 1979 (158 pp)

ISBN      0-910190-17-8 (out of print)

This guide outlines the basics of publicity for community organizations and small businesses in a clear and readable format. The author analyses the concept of news value, examines the essence of media features, and explains how to target local radio and television stations. Technical information is given on news releases, PSA's for radio and television, fact sheets, news conferences, letters to the editor, guest editorials, and interviews with the media. Numerous samples of news releases, PSA's and organizational fact sheets are provided.

**Locations:**

AL                      BB                      BBIT                      BKCC                      BKOC                      NSHPLX  
NSSH                      OMBM                      OTEPL

**Lesly's Public Relations Handbook** (3<sup>rd</sup> edition). Philip Lesly (editor).

Englewood Cliffs, New Jersey: Prentice-Hall 1983 (736 pp)

ISBN      0-13-530691-4                      \$42.50 US

This comprehensive reference book on the principles and practices of public relations complements the concise 'how-to' manuals in this area. Although aimed at managers and communications professionals in corporations and, to a lesser extent, in large voluntary organizations, the readable style and clear organization make the information accessible to all interested parties. Through the planning, execution and evaluation phases, this resource thoroughly examines how to achieve objectives through effective public relations programs. Section V, for example, discusses the basics of communication: media relations,

publicity, advertising, the use of print and broadcast media, techniques for good writing and the use of graphics.

**Locations:**

AC	ACU	AL	MOOS	NFS	NSHRL	OBU
OH	OOCM	OS	OTEPL	OTMCL	OTP	OTSP
OWA	QMA	QLA	SS	SSU		

**Making the News: A Guide to Using the Media.** Mike Ura.

Vancouver: West Coast Environmental Law Research Foundation, 1980 (36 pp)

\$6.00

Written for community groups, this is a concise guide to using the local news media to reach new audiences. After an analysis of the concept of newsworthiness and how news is made, the author explains how to write news releases and handle news conferences, as well as how to contact media representatives and maintain their interest. A list of news media outlets in British Columbia is appended.

**Locations:**

ACU	AL	BVAU	BVIP	MW	NSHL	NSHS
OLU	OM	OONL	OTP	OTY	OOU	OWA
QMBM	QLA	SRL	SRU			

**Orders:**

West Coast Environmental Law Research Foundation  
Suite 1001  
207 West Hastings Street  
Vancouver, British Columbia  
V6B 1H7

(604) 684-7378

**Marketing Magic for Volunteer Programs.** Sue Vineyard.

Downers Grove, Illinois: Heritage Arts Publishing, 1984 (151 pp)

ISBN 0-911029-03-6

\$14.00 US

This well organized and clearly written guide focuses on strategies to attract volunteer support and funding. It aims to help the novice understand the concept of marketing and its importance to volunteer-driven programs. Offering advice from the perspective as one who has been 'in the trenches', the author addresses the art of asking others to donate their time, goods or money and explains how to use basic marketing techniques (paid advertising, publicity and media relations, promotion, and personal selling). This work complements other resources that provide more detailed technical information on specific approaches and tools that can be used to promote volunteerism.

**Orders:**

Volunteer Ontario  
Suite 203  
2 Dunbloor Road  
Etobicoke, Ontario  
M9A 2E4

(416) 236-0588

**Mass Media and Human Services: Getting the Message Across.** Edward A Brawley.

Beverly Hills/London: Sage Publications, 1983 (240 pp)

ISBN 0-8039-1975-1 (hc)

\$35.00 US

0-8039-1976-X (pb)

\$16.95 US

Although written specifically for professionals in the human services (with the aim of increasing support for social service programs), this sourcebook could serve as a catalyst for sparking ideas for strategies for any public awareness campaign. The author explores the potential of mass media (i.e., newspapers, magazines, radio and television) as a major vehicle for public education and provides advice on how to gain access to local media. Information is also provided on planning and organizing media activities, on targeting appropriate audiences and on developing mechanisms for evaluating success. Examples of letter to editors, articles, PSA's and news releases abound.

**Locations:**

ACU	AEU	BVAU	BVIV	MWHP	NFSA	NSHV
OLU	OOC	OONHHS	OORT	OOU	OPET	OTU
OTY	OWA	OWTL	QMU	QQLA	SRU	

**Mediability: A Guide for Nonprofits.** Len Biegel and Aileen Lubin.

Washington, DC: Taft Products, 1985 (109 pp)

ISBN 0-914756-06-0 (out of print)

This resource focuses on the use of mass media for public service communications (ie, to increase public awareness, to raise funds or to take a stand on a controversial issue). The authors discuss the opportunities presented by print and electronic media, as well as how to get news coverage or suggest a feature. Technical information is provided on the preparation of news releases, news conferences and letters to the editor; on the use of outdoor displays, transit advertising and paid advertisement in newspapers and magazines; and on the production of 'spots' for radio and television. Advice is also given on developing media contacts, on seeking professional help and on costing the various approaches.

**Locations:**

BVAS	NFSM	OPAL
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**Les Médias et nos organisations: Guide d'utilisation pour les groupes populaires.** Mireille Viau et Bernard Vallée.

Montreal: Centre de formation populaire, 1985 (74 pp)

ISBN 2-920111-99-X

\$6.00

This well organized guide to the mass media is aimed at community organizations with a particular emphasis on francophone groups in Quebec. The authors discuss the role of the media in society, ways to use the media effectively and the basics of media relations. Basic information and practical advice is given on news releases, press conferences, interviews with the media, letters to the editor, and magazine articles, as well as paid advertising via the mass media. A list of local media outlets in Quebec is appended.

**Locations:**

OONL	OTY	QQLA
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**Orders:**

Centre de formation populaire  
3575, rue St-Laurent, local 406  
Montréal (Québec)  
H2X 2T7

(514) 842-2548

**Promoting Issues and Ideas: A Guide to Public Relations for Nonprofit Organizations.** Public Interest Public Relations (a division of M Booth and Associates).

New York: The Foundation Centre, 1987 (183 pp)

ISBN 0-87954-192-X (pb)

\$24.25 US

Organized by theme and well presented, this guide offers detailed advice to voluntary organizations, both large and small, on strategies for informing and influencing selected audiences. The work discusses the basics of publicity, advertising, special events, speech-making and lobbying, taking the reader from first-stage planning to final-stage evaluation of public relations efforts. From 'shoe-string' budgeting to the latest communications technologies, technical information and practical advice is offered on developing information materials (eg, brochures, posters, audio visuals, newsletters), publicity tools (eg, news releases, fact sheets, letters to the editor, newspaper articles), and paid advertisements. Examples of successful tools are included.

**Locations**

BVAJI	MVCW	NSHPL	OOB	QMM	QQLA
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**Orders:**

The Foundation Center  
79 Fifth Avenue  
New York, New York 10003

(212) 620-4230

**Publicity for Volunteers: A Handbook.** Virginia Bortin.

New York: Walker Publishing/Rexdale, Ontario: John Wiley and Sons Canada, 1981 (159 pp)

ISBN 0-8027-0685-1 (hc)

\$18.50

0-8027-7176-9 (pb)

\$13.00

This compact compendium of publicity ideas and tools is designed for smaller community-based volunteer groups. Written in a clear and concise style, this handbook offers basic information and useful advice on how to write and place news releases, how to obtain publicity through print and electronic media, how to create promotion and display materials, how to use photographs and video materials and how to work with the media. Numerous samples of news releases, PSA's for radio and television, fact sheets, and letters to the media are included.

**Locations:**

AC	AE	BBIT	BRI	MVCW	NBS	NFSG
NSHPL	OCHA	OM	OOC	OOSH	OSUN	OTB
OTEPL	OTP	OTYP	OW	OWTL	SRP	SS

**The Publicity Handbook: The Complete Step-by-Step Guide to Reaching the Largest Audience Possible for the Least Amount of Money.** David R Yale.

Toronto/New York: Bantam Books, 1982 (300 pp)

ISBN 0-553-20832-2 (out of print)

Aimed at smaller nonprofit and small businesses, this handbook gives practical advice and inside information on the basics of publicity and effective media relations in a highly readable and concise style. The topics discussed include: planning publicity goals; choosing the right medium; keys to newsworthy publicity; approaching media representatives; writing news releases, fact sheets, letters to the editor and PSA's for print, radio and television; and handling the news conference for a special event.

**Locations:**

NFSG OSTCB QMM

**Publicizing and Promoting Programs** (The McGraw-Hill Series in Management and Administration of Continuing Education). Helen Farlow.

New York: McGraw-Hill, 1979. (276 pp)

ISBN 0-07-019947-7 \$28.95 US

Organized sequentially and well presented, this sourcebook guides the reader step-by-step through each phase of a major promotion or publicity event, from 'gearing up' through 'D-day' to 'mopping up'. Advice is provided on costing, approaching the media and arranging news conferences. Examples of publicity tools (eg, PSA's, news releases, media kits, brochures and advertisements) are included. Emphasizing the need to make tasks manageable, the author offers many useful tips and provides samples of planning calendars and activities checklists. Although aimed at administrators of continuing education programs, the detailed information and pragmatic advice is readily transferable to other types of activities.

**Locations:**

ACU	AEU	BCREK	BVAOL	BVAS	BVAU	NBFU
NFSM	NSHD	NSHPL	OOU	OTMCL	QMG	QQLA

**Public Relations Handbook for Non-Profit Organizations.** Mary Rauscher Ingles.

Greendale, Wisconsin: Mary Rauscher Ingles, 1983 (112 pp) \$11.50

Written "for those who have little experience in public relations but a lot of enthusiasm", this manual outlines the steps required to plan a successful public relations strategy and offers numerous suggestions for promotional activities to reach specific segments of a community. Practical information and advice are provided on the preparation of fact sheets, newsletters, brochures, audio-visual presentations, news releases, public service announcements and special events. The use of the media, with particular emphasis on cable television, is also discussed.

**Orders:**

Volunteer Centre of Winnipeg  
3rd Floor  
5 Donald Street South  
Winnipeg, Manitoba  
R3L 2T4

(204) 477-5180

## LIBRARY LOCATION CODES

The location codes have been developed by the National Library of Canada and are the accepted standard in the Canadian library system (*Symbols of Canadian Libraries 1987*). This key is organized alphabetically according to geographic location, identifying the province, the city and the institution.

### ALBERTA

AC	Calgary Public Library
ACU	University of Calgary
AE	Edmonton Public Library
AEAU	Athabasca University
AEL	University of Alberta (Edmonton)
AL	Lethbridge Public Library

### BRITISH COLUMBIA

BB	Burnaby Public Library
BBIT	British Columbia Institute of Technology (Burnaby)
BCREK	East Kootenay Community College (Cranbrook)
BKCC	Cariboo College (Kamloops)
BKOC	Okanagan College (Kelowna)
BRI	Richmond Public Library
BVAJI	Justice Institute of British Columbia (Vancouver)
BVAOL	Open Learning Institute (Richmond)
BVAS	Simon Fraser University (Burnaby)
BVAU	University of British Columbia (Vancouver)
BVIP	Legislative Library (Victoria)
BVTV	University of Victoria

### MANITOBA

MW	Winnipeg Centennial Library
MWHP	Manitoba Department of Health and Community Services (Winnipeg)
MVCW	Volunteer Centre of Winnipeg

### NEW BRUNSWICK

NBFU	University of New Brunswick (Fredericton)
NBS	Saint John Regional Library



## NEWFOUNDLAND

NFSA	Provincial Archives of Newfoundland and Labrador (St John's)
NFSG	Newfoundland Public Library Services (St John's)
NFSM	Memorial University of Newfoundland (St John's)

## NOVA SCOTIA

NSCS	Université Sainte-Anne (Church Point)
NSHD	Dalhousie University (Halifax)
NSHPL	Nova Scotia Provincial Library (Halifax)
NSHS	St Mary's University (Halifax)
NSHV	Mount St Vincent University (Halifax)
NSSX	University College of Cape Breton (Sydney)
NSWA	Acadia University (Wolfville)

## ONTARIO

OCHA	Chatham Public Library
OH	Hamilton Public Library
OLU	University of Western Ontario (London)
OM	Mississauga Public Library
OOB	Bank of Canada (Ottawa)
OOC	Ottawa Public Library
OOC	Carleton University (Ottawa)
OOCM	Canada Mortgage and Housing Corporation (Ottawa)
OOFF	Environment Canada (Ottawa)
OONHHS	Health Services and Promotion Branch, Health and Welfare Canada (Ottawa)
OONL	National Library of Canada (Ottawa)
OORT	Canadian Radio Television and Telecommunications Commission (Ottawa)
OOS	Statistics Canada (Ottawa)
OOSH	Oshawa Public Library
OOTB	Tourism Canada (Ottawa)
OOU	University of Ottawa
OPAL	Lakehead University (Thunder Bay)
OPET	Trent University (Peterborough)
OS	Sarnia Public Library
OSTCB	Brock University (St Catherines)
OSUN	Ontario Library Service - Voyageur (Sudbury)
OTEPL	Etobicoke Public Library
OTMCL	Metropolitan Toronto Reference Library
OTP	Toronto Public Library
OTSP	Scarborough Public Library
OTU	University of Toronto
OTY	York University (Toronto)
OTYP	York Public Library (Toronto)
OW	Windsor Public Library

OWA      University of Windsor  
OWTL     Wilfrid Laurier University (Waterloo)

## QUEBEC

QMBM    Bibliothèque de la ville de Montréal  
QMG     Concordia University (Montreal)  
QMM     McGill University (Montreal)  
QMU     Université de Montréal  
QQ       Bibliothèque nationale du Québec (Quebec City)  
QQLA    Université Laval (Quebec City)

## SASKATCHEWAN

SRL       Legislative Library of Saskatchewan (Regina)  
SRP       Saskatchewan Library and Union Catalogue (Regina)  
SRU       University of Regina  
SS        Saskatoon Public Library  
SSU       University of Saskatchewan (Saskatoon)







ISBN 0-662-18825-X





